

# **Predicting U.S Adolescents' Purchasing of Denim Jeans Using Quality Attributes, Behavioral Characteristics, and Sociodemographics**

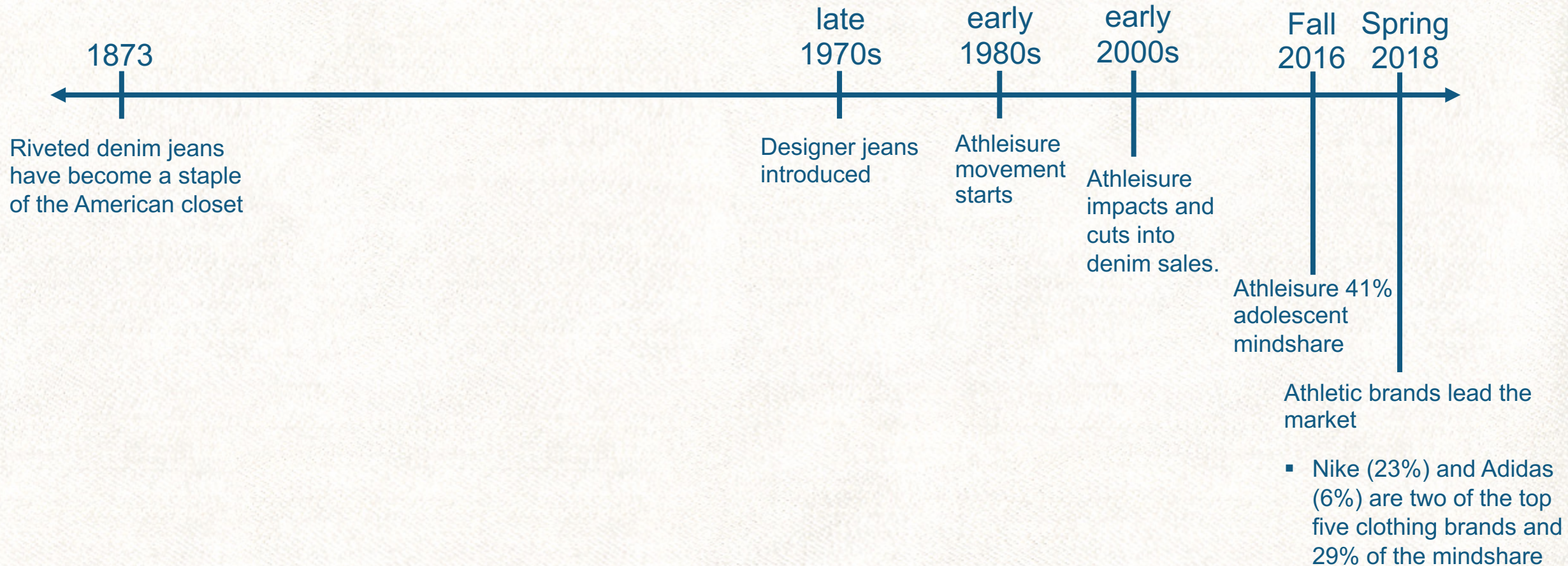
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# Background





# Statement of the Problem

- Adolescents' clothing market is a multibillion dollar market (Teen Consumer Spending Statistics, 2016)
- Adolescents have more discretionary funds than adults (Royer, Jordan, & Harrison, 2005)
- Understanding 13-19-year-old adolescent preferences will allow denim jeans to be competitive with athleisure.



# Purpose Statement

- To establish a **predictive** model of the factors that contribute to the decision-making process when purchasing **denim** by 13-19-year-old **adolescents** living in the United States.

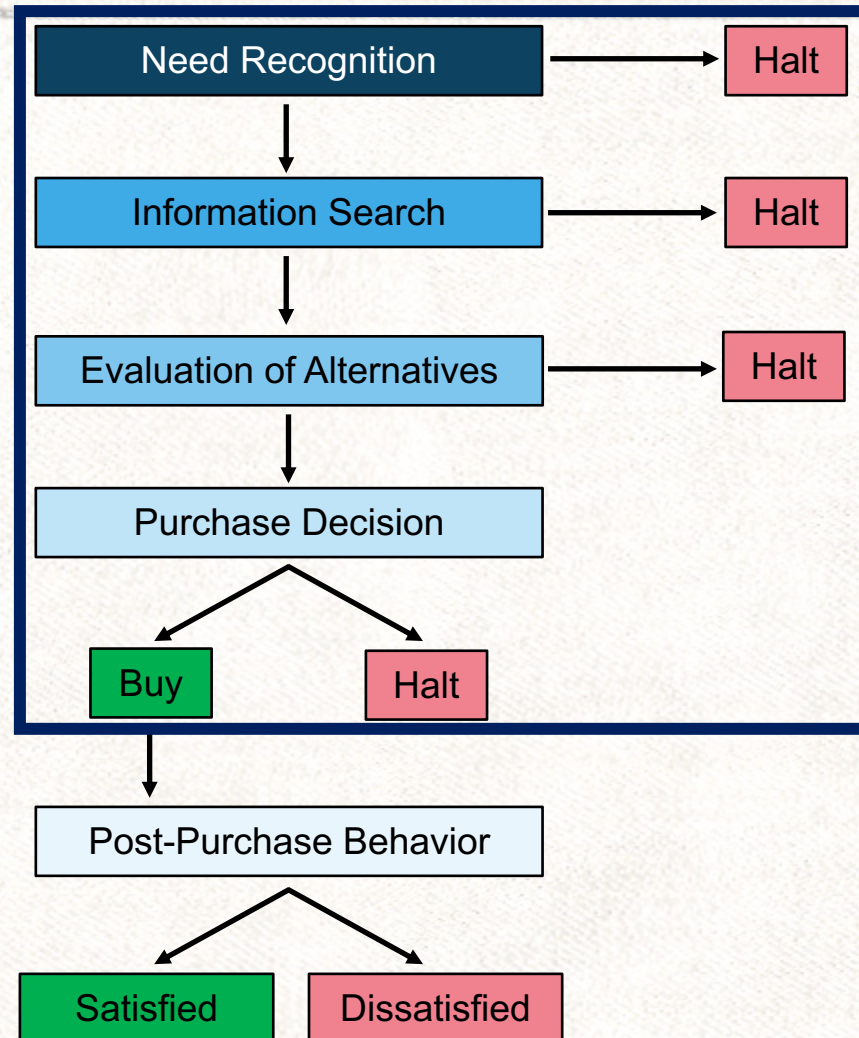


# Research Objectives

1. Identify the **quality attributes** and the **personal and media influences** used when determining to buy denim jeans.
2. Identify **past purchasing behaviors** as related to denim jeans.
3. Determine what quality attributes, personal and media influences, past experience, and sociodemographic characteristics **predict intention to purchase denim jeans**.

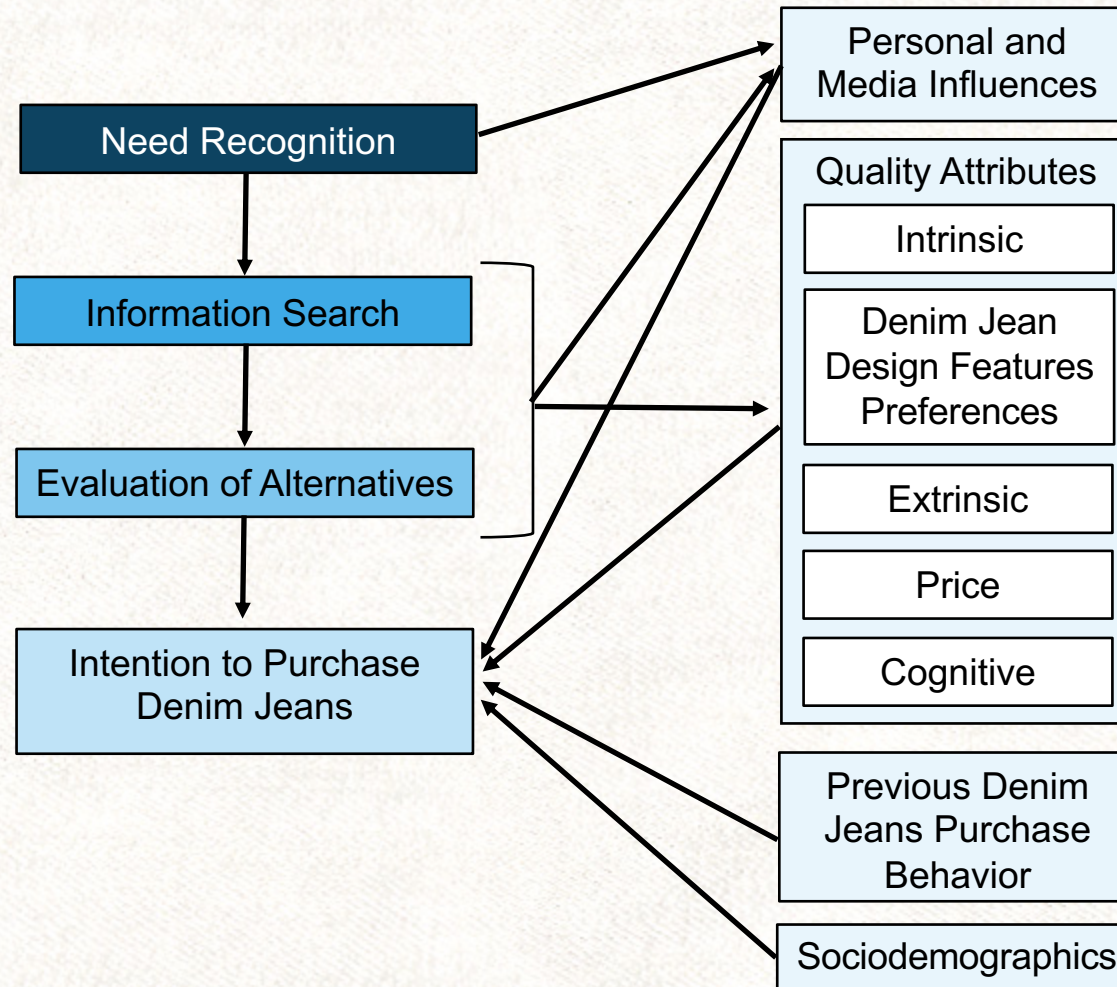


# Theoretical Framework: The Buyer-Decision Process





# Proposed Conceptual Model





# Data Collection

- Utah State University's Institutional Review Board approved the study.
- Data collected by Centiment online
- Centiment incentivized participants by donating to a non-profit of the participant's choice or paying participants through PayPal



# Population and Sample

- Opt-in panel of 460 adolescents (13-19) living in the United States.
  - Centiment balanced the sample to reflect U.S. census on age and gender.



# Instrumentation

- Researcher-developed questionnaire, based on past literature.
- Establish face and content validity with panel of experts.



# Reliability: Cronbach's Alpha

- Soft launch of questionnaire to 68 panelists, similar to pilot study, reporting Cronbach's alpha for constructs with Likert-scale items.

Construct	Reliability coefficient	
	Pilot test	Actual survey
Intrinsic attributes	.80	.81
Extrinsic attributes	.71	.73
Cognitive attributes	.72	.69
Personal and media influences	.89	.89
Purchase intention	.38	.91

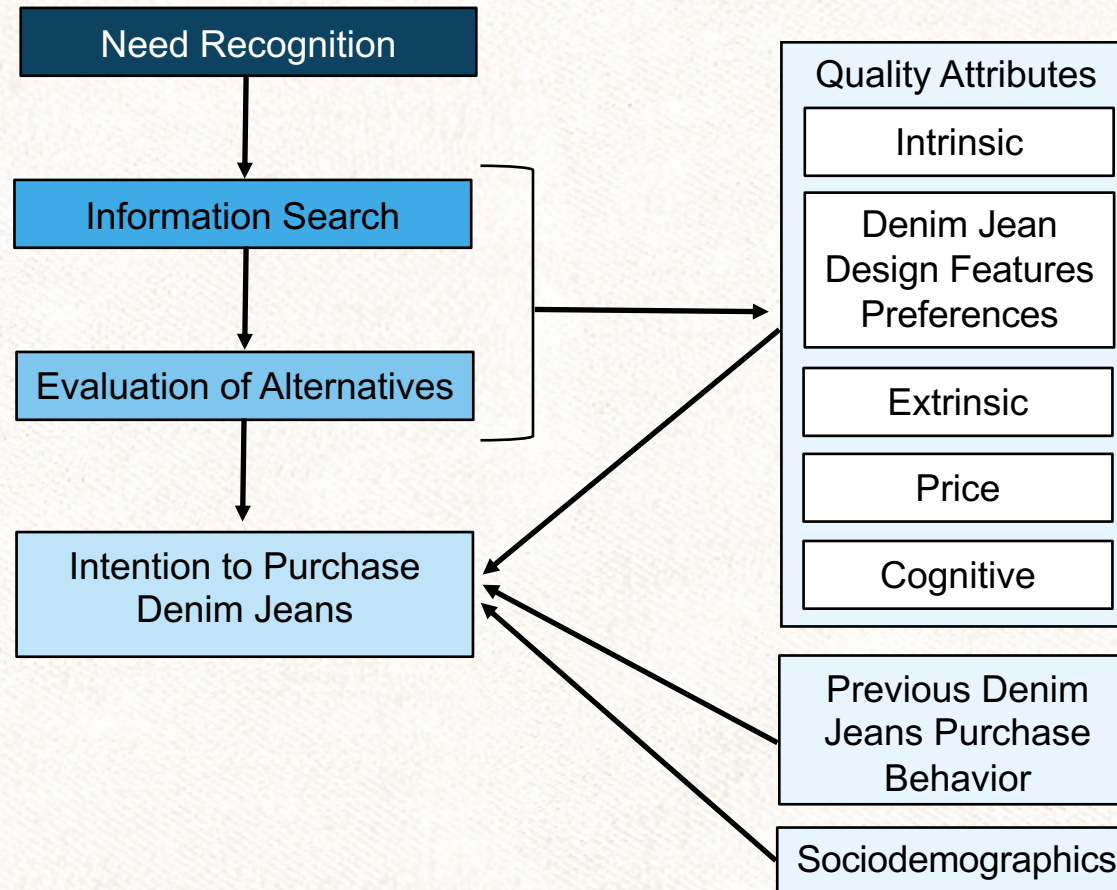


# Exploratory Factor Analysis

- The assumptions were met for EFA.
- Quality attributes revealed four factors:
  1. Intrinsic Attributes-Physical Composition
    - Fabric thickness, durability, feel of fabric, care of garment, fiber content, construction
  2. Intrinsic Attributes-Appearance of Fabric on Body
    - Aesthetics; body perception, personal appearance, and self-image; color of denim; amount of stretch; comfort and fit
  3. Extrinsic Attributes
    - Brand, store, reputation of manufacturer, conformity to surroundings, popularity, status
  4. Cognitive Attributes
    - Personal values, morals, religion, social awareness



# Final Conceptual Model





# Respondent Sociodemographics (N = 460)

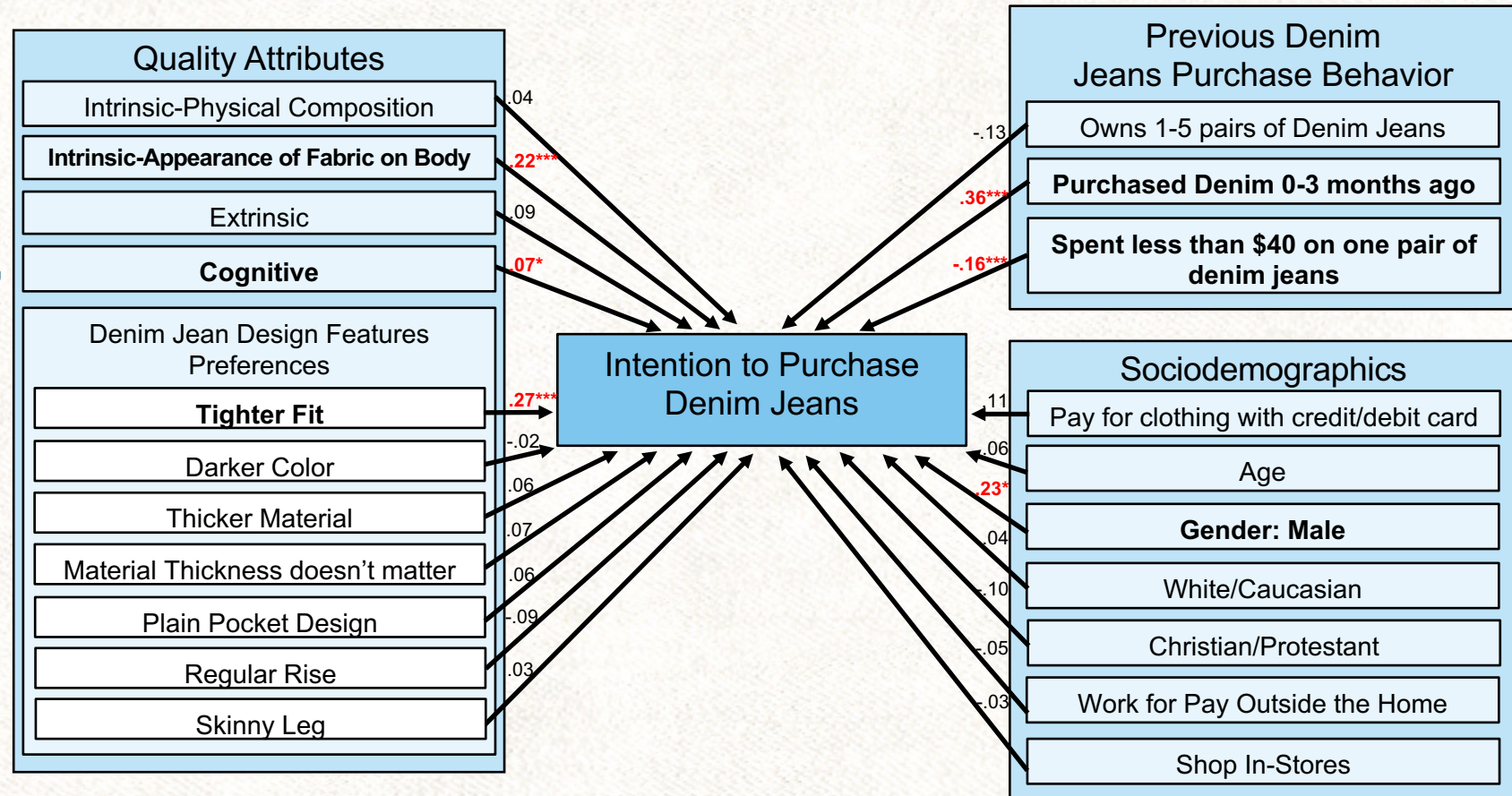
Characteristic	n	%
<b>Age</b>		
15-years-old	81	17.6
16-years-old	88	19.1
17-years-old	77	16.7
18-years-old	176	38.3
<b>Gender</b>		
Male	228	49.6
Female	202	43.9
Other <sup>a</sup>	30	6.5
<b>Region of the United States</b>		
South	210	45.7
West	101	22.0
Midwest	84	18.3
Northeast	65	14.1
<b>Main Race/ethnicity: White/Caucasian</b>	235	51.1
<b>Religious or church preference</b>		
Christian/Protestant	145	31.5
Prefer not to answer	68	14.8
Catholic	64	13.9
Atheist	53	11.5
Other <sup>c</sup>	130	28.3

Characteristic	n	%
<b>Individual buying majority of clothes</b>		
Parent(s)/guardian(s)	189	41.1
Myself	142	30.9
Both	112	24.3
<b>Does not work for pay outside home</b>	287	62.4
<b>Frequency of shopping for clothes</b>		
Once a month	181	39.4
Once every 2-3 months	95	20.7
Once every 4-6 months	59	12.8
<b>Average amount spent on clothes per month: \$1-\$100</b>	238	51.7
<b>Main payment method for clothing: Credit/Debit Card</b>	254	55.2
<b>In-store Shopping</b>	398	86.5



# Results 3: Determine factors that predict intention to purchase denim jeans

- Hierarchical multiple regression model used to predict the relationship between quality attributes, past denim purchase behavior, and sociodemographics.
- Model 3 predicted **34.7%** of the variance. (21 factors)



Note.  $N = 456$ . \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$



# Conclusions 3: Determine factors that predict intention to purchase denim jeans

- Intrinsic Attributes-appearance of fabric on body
  - May be significant because “Comfort and fit” in subconstruct
- Cognitive attributes
  - Increase of consumer awareness and sustainability in the fashion world for consumers
- Purchase is more likely if they purchased denim in the last 3 months
  - Shopping for denim jeans could already be on their mind.
- Purchase is more likely denim is less than \$40.
  - Limited funds of respondents
- Females are more likely to purchase denim.
  - Go shopping more



# Further Research

- Determine the specific attributes that contribute to the significant constructs
- Have denim jeans physically present for respondents to analyze
  - Smaller sample size with qualitative methods (Rahman, 2012)
- Study another type of clothing (athleisure, wedding/prom dresses, etc.)



# Recommendations

- Manufacturers need to stay aware of latest trends
- Manufacturers educate consumers on sustainable practices
- FACS teachers educate their students to be well-informed consumers: personal preference and sustainable practices.



Thank You

Questions?